



Evergage for Customer Success



Only Evergage's real-time personalization and customer data platform (CDP) delivers The Power of 1, enabling companies to more effectively engage and communicate with their customers, increasing retention, loyalty and long-term value.

Leveraging deep behavioral analytics – at both the individual and account level – Evergage empowers marketers, product managers and customer success professionals to deliver highly relevant, personalized experiences and messages in real time – including updates, tips, tutorials, surveys and promotional offers. The benefits? Increased adoption, more successful customers, greater upsell/cross-sell revenues, and higher renewal rates.



EASE ONBOARDING

Improve the experience for new users by engaging them as soon as they begin using your product or service. Strategically present onboarding and training content as well as relevant tips to highlight key capabilities.



ENGAGE CUSTOMERS

Communicate with customers about new features or other important information when they're logged in to your web or mobile app. Present helpful content – such as tours, videos and surveys – to ensure they're maximizing value.



SEND TIMELY EMAILS

Trigger one-off email messages to individuals based on their actions or external factors like account status. Include content that is personalized at open time to based on the recipient's lifecycle stage or preferences.



INCREASE LIFETIME VALUE

Track usage and gain insights from user behavior regarding customer health, upgrade opportunities and churn risk. Act on these insights in real time with proactive messages and alerts, and pass these insights to your CRM system.



CONVERT MORE USERS

Use Evergage to segment your user base (e.g., free, trial, paying) and identify those most likely to convert based on usage patterns. Target individuals or accounts with timely and relevant upgrade offers.



REDUCE SUPPORT COSTS

Recognize key search phrases or incorrectly entered form details and preemptively suggest help or "how to" content that address common user questions.

